

Ideas for your kitchen and laundry with **AMERICAN-OLEAN CERAMIC TILE**



AMERICAN-OLEAN TILE COMPANY

EXECUTIVE OFFICES: LANSDALE, PENNSYLVANIA
FACTORIES: LANSDALE, PENNA. • OLEAN, NEW YORK

Ceramic tile makes your kitchen more practical... and prettier, too!

Tile is a “must” around one of the popular and efficient built-in ovens. Tile shrugs off sizzling fat and prolonged heat, adds safety because it’s completely fireproof. The very same features make it wise indeed to have a tiled counter top nearby, where you can rest hot utensils without danger.

On the front... An idea worth adapting to your own floor plan: a combination sewing room—laundry—kitchen, all in about seven paces! Lets you spread out your sewing and other work, and still keep an eye on the cooking. Tile in the kitchen stays sparkling bright with a minimum of care. In the sewing area, clean, smooth tile lets completed work slide out of your way through the ingenious slot behind the sewing machine. Specifications For This Room (so you can duplicate its colors): Color Plate 42. Walls: 56 Leaf Green. Counter Tops and Wall above Stove: 34 Berry Brown. Decorative Band of Grapes: H31-C510. Panel above Oven: 59 Parchment. Floor: CB620, Small Plaid; Green, Pastel Green, and Gray Granite.



The new counter-top ranges need tile!

Hot pans, kitchen grime, and spattered grease cannot harm ceramic tile. It's the safest material you can use. *Ceramic* tile can't burn. Heat won't discolor it or warp it—ever.

Photo by Tile Council of America



No polishing, no waxing, no watermarks, when your drainboard and window sill are protected in tile! Continuous exposure to sunlight and moisture doesn't hurt tile in the least: it won't rot, fade, or become discolored, even under strong soaps and bleaches, or fruit acids.

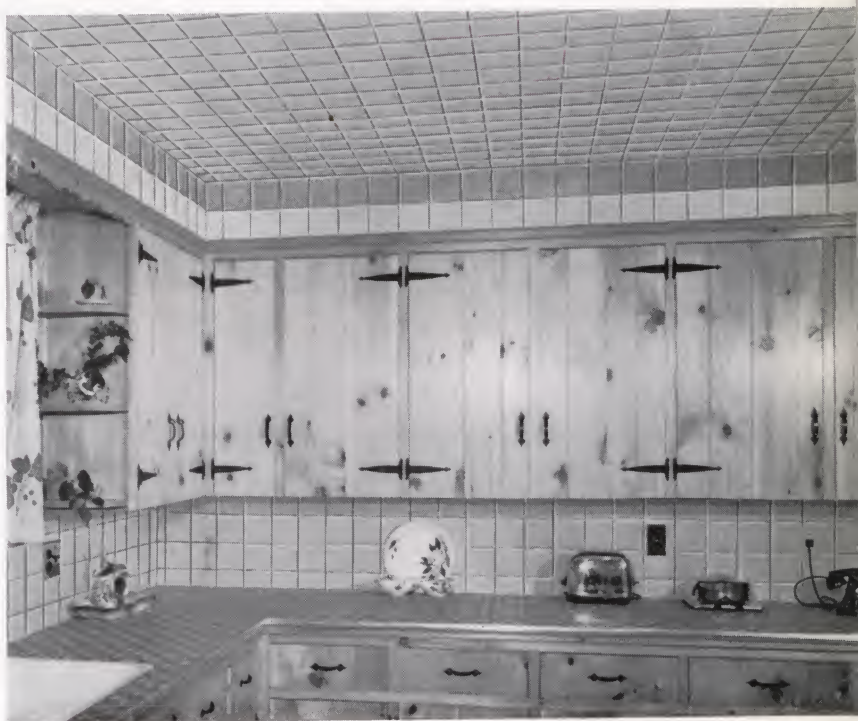
For bright, cheerful appearance, and effortless clean-up, a tiled snack counter or breakfast nook. Start your days in a room as bright as a sunbeam. A tiled snack counter is fashionable and colorful—but (better still) it actually subtracts from your chores! No repainting or refinishing, no waxing, polishing, or scrubbing!



Easy-to-care-for work surfaces in tile.

A tiled counter top with a tiled splashback eliminates a bucket full of headaches for you. No rings left from hot pans, no cuts from slicing, no edges to curl up, no seams to catch dirt, no discolorations—and a quick rinse will keep it sparkling clean!

A tiled ceiling makes a kitchen brighter and more cheerful—and it does the same for you! Up high, where grease collects—over cabinets, around the exhaust fan, and on the ceiling, tile is best. One swish, and it's like new!





Conventional ranges, too, need tile!

Tile behind the range saves you many dollars' worth of repainting. It laughs off steam, cooking vapors and splattered sauces. Colorful hand decorated tiles add a pleasant touch.

Ceramic tile does a good job for you wherever you use it! As the surface for a built-in sewing table, it lets finished work slide smoothly out of the way. On the floor, it cannot be dented or marred by chair legs and heavy equipment. On the wall, it adds texture-interest, as well as practical advantages.



Tiled window sills brighten your outlook!

Your window sill can be a garden spot all year long—if it is made of American-Olean tile! Plant food, soil, and sprinkling-can accidents can't do a thing to tile's youthful enthusiasm.

A tiled floor for a trouble-free laundry

Spilled soaps and bleaches—puddles—steamy air—all the customary laundry room hazards mean nothing to ceramic tile. Swish up any accident that happens, with a fast-moving mop. And forget about waxing and polishing!



Why knuckle under to housemaids' knee?

Do you really like scrubbing floors? Waxing and polishing them? And fretting over them if something spills?

Probably you would gladly dispense with the back-breaking work an old-fashioned floor causes you. One study says a typical housewife in a 5-room house, doing her scrubbing and polishing by hand, spends about 102 hours a year grinding her knees into the floor. No wonder that McCall's Home Service Bulletin says that nine out of ten housewives are suffering from housemaid's knee.

Food stains and water spills, soapsuds and bleaches can make a waxed floor look pretty messy. And then there's the matter of those dents made by your ironing board, your step-stool, and other movable equipment. Those dents don't look well, they collect dirt and make your cleaning more difficult.

There is really just one good way of eliminating all the problems—and of getting a better-looking floor in the bargain. Install Ceramic tile.

You get a wonderful array of colors and designs. Choose pale pastels, or bright, strong shades—they won't stain or fade.

Your tile floor never needs more than a quick swish with a fast-moving mop. No waxing, no scrubbing, no polishing, year in and year out. After years have come and gone, about the time when you'd be replacing or refinishing an old-fashioned floor for the third time, your tile floor will still be as lovely as it was when new.

No dents or dimples, no scuffed places or worn-out spots where traffic is heavy. No permanent reminders of the day junior spilled the bleach. Best of all, no calluses on your knees! No woman who has had a ceramic tile floor in her kitchen

or laundry would ever willingly go back to any other kind.

Ceramic tile is the most practical floor you can have!



Have you noticed how quickly the new soaps and detergents can rot some kinds of floors? A leak in the dishwasher would not have done this to a ceramic tile floor.

A NOTE ABOUT RESILIENCE:

Resilience, as applied to floors, is a measure of how much the floor yields when walked on, and how well it returns to its original condition. Floors which become indented by table legs, chairs and other objects are not necessarily resilient.

The National Bureau of Standards has determined through tests that as far as fatigue is concerned, wood, asphalt tile, rubber tile and linoleum have no more resilience than ceramic tile. The difference between rubber heels and leather heels is more important to your comfort than the imagined "softness" or resiliency of the floor.



COLOR PLATE NO. 62. Upper Walls: 31 Suntan. Lower Walls: 33 Nutmeg. Decorative Strip: R86-C62. Floor: Outline Block Random; Rust Brown with Dusky Peach lines.

*The best material for your kitchen
and laundry is ceramic tile!*

Tiled rooms save you upkeep money . . . You can adapt tile installations to suit your budget . . . Tile is stain-proof and dent-proof . . . Tile shrugs off kitchen grime . . . Spilled soaps and bleaches don't hurt tile . . . Hot skillets are safe on tile . . . It's easy to keep tile hospital-clean.

American-Olean Tile Company

Lansdale, Pennsylvania

COLOR PLATE NO. 63.
Walls: 55 Fern Green.
Decorative Strip:
R84-C349. Floor:
Outline Block
Random; Rust Brown
with Dusky Peach lines.



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